



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: November 20, 2007

TO: Mayor and Councilmembers

FROM: Administration Division, Parks and Recreation Department

SUBJECT: Parks And Recreation Community Foundation Annual Report

RECOMMENDATION:

That Council receive the Annual Report from the Parks and Recreation Community (PARC) Foundation for the period September 1, 2006, through August 31, 2007.

DISCUSSION:

See attached report.

ATTACHMENTS: Annual Report

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office

REVIEWED BY: _____ Finance _____ Attorney

Agenda Item No. _____

**PARC FOUNDATION
Parks and Recreation Community Foundation
Annual Report**

September 1, 2006- August 31, 2007

The Parks and Recreation Community Foundation (PARC) was incorporated as a non-profit organization in 1994 to promote, preserve and enhance open space, parks, recreation facilities and recreation opportunities benefiting the quality of life in Santa Barbara..

Included in its Articles of Incorporation are the following PARC Foundation objectives:

1. To develop, cultivate and promote public awareness of the benefits that open space, parks, recreation and community service and related leisure-time activities contribute to the well being of the community and quality of life.
2. To promote the acquisition and development of open space, parks and recreation/community facilities in and around the greater Santa Barbara area as essential to a healthful, urban environment.
3. To encourage innovation in the development of programs and facilities that may not ordinarily be supported by government resources and to foster the more effective delivery of leisure services and opportunities.
4. To maintain and enhance the quality of park, recreation and community services for the present and future residents living in and around the greater Santa Barbara area.

Board of Directors

On August 31, 2007, there were 17 members on the PARC Board. The officers and board members are listed below:

Rosalind Amorteguy - *President*
Paul Menzel - *Vice President*
Phil Van Horn – *Vice President*
Howard Hudson - *Secretary/Treasurer*
Gordon Auchincloss
Tom Caesar
Steve Crossland
Rusty Fairly
Iya Falcone - *City Council Representative*

Jeff Farrell
Steve Forsell – *Parks and Recreation Commission Representative*
Roger Horton - *Pearl Chase Society Representative*
Desmond O'Neill
Robert Patterson
Al Pizano
Nancy Rapp - *Parks and Recreation Director*
Katie O'Reilly Rogers

Board Meetings

The Board met 8 times in regular board meetings during fiscal year 2006-2007.

PARC Accomplishments

Reimbursed the City of Santa Barbara Parks and Recreation Department \$30,000 for the maintenance of the Douglas Family Preserve

Received a Montecito Bank & Trust "Community Dividends" award of \$10,000 for the third year, which was allocated to "All For One" for mentoring at risk youth and providing gang intervention programs

Held a fund raising art sale and reception event with SCAPE, a local arts organization, to benefit the Douglas Family Preserve, netting approximately \$7,600

Received a grant of \$10,000 from the Hutton Foundation for the Youth Concert Collaborative program providing free concerts at the Courthouse Sunken Gardens

Received a grant of \$5,000 from the Santa Barbara Bowl Foundation for the Youth Concert Collaborative program providing free concerts at the Courthouse Sunken Gardens

Sponsored a grant application to the United States Handball Association on behalf of Youth Activities to provide full or partial scholarships for handball instruction as part of a youth handball league

Sponsored a grant application to the United States Golf Association on behalf of Adapted Recreation to provide adapted golf instruction for individuals with disabilities

Sponsored a grant application to the Saucony "Run for Good" program on behalf of Youth Activities to expand an existing program called the "Read, Right and Run" Club in which elementary students read 10 books, complete 10 good deeds benefiting the community and run 10 miles

Submitted a grant application to the Wood-Claeyssens Foundation to fund maintenance at the Douglas Family Preserve

Sponsored a grant application to the Wood-Claeyssens Foundation on behalf of Adapted Recreation for programming including special events, dances, disability awareness training and program scholarships

Sponsored a grant application to the Santa Barbara Foundation on behalf of Cultural Arts for a Mobile Recreation Van

Sponsored a grant application to the Hutton Foundation and Veneco on behalf of Cultural Arts for a Mobile Recreation Van Program

Sponsored a grant application to the FoodBank on behalf of Youth Activities for fresh fruit to be provided free to participants at junior high afterschool programs

Entered into an Agreement to Hold Funds with the City's Santa Barbara Golf Club for a commemorative bench, tree and sandstone boulder program to fund Audubon related projects at the golf course

Entered into an Agreement to Hold Funds with "Friends of the Douglas Family Preserve" to raise funds and coordinate projects benefiting the Douglas Family Preserve

Entered into an Agreement to Hold Funds with "Notes for Notes," a local non profit organization, to create and maintain a space called the MusicBox at Twelve35 Teen Center where youth have access to musical instruments, recording facilities, music instruction and an extensive library of music and concert footage

Entered into an Agreement to Hold Funds with "California Concerns" to sponsor a grant application to Southern California Edison to fund a special project providing English language training to non-English speaking Latino four year-olds in their neighborhood daily for the year before entering kindergarten

Added Gordon Auchincloss to the Board of Directors

Raised \$5,300 from Board Member donations

Special Projects

Three years ago, PARC entered into an Agreement with the City of Santa Barbara to lead a community effort to obtain the National Guard Armory facility for community purposes. PARC established a steering committee comprised of

PARC Board members and other members of the community to pursue this goal. PARC formally renewed its commitment to the project at a recent Board meeting.

For much of the past year and a half, PARC has been waiting for the National Guard to complete internal decision making regarding the housing of National Guard units statewide, and most particularly the future of the Santa Barbara unit. Activity has picked up during the past several months. A contingent of PARC Board members and City staff traveled to Sacramento to discuss the project with the National Guard in May. Since that meeting, the National Guard has sent a team to Santa Barbara to appraise the Armory site. Additionally, a Memorandum of Understanding was prepared and sent to the National Guard for approval.

Ongoing Activities

The PARC Foundation supports community organizations by accepting and holding funds for groups that do not have non-profit status as well as programs or activities sponsored by the Santa Barbara Parks and Recreation Department. In some cases, the organizations are in the process of applying for non-profit status and use PARC services on an interim basis; past examples include Spirals Gymnastics and the Marjorie Luke Theater. Many PARC supported organizations use the Foundation as a sponsor for applying for and receiving grants for which they would not otherwise be eligible.

Groups desiring to align with the PARC Foundation submit a *Request for Foundation to Receive and Hold Funds on Behalf of an Organization*, which must be approved by the PARC Foundation Board of Directors. The PARC Foundation does not charge any fee for this service.

Following is a list of current organizations or activities supported by PARC:

City Parks and Recreation Programs

Active Adults and Classes:

Santa Barbara Lawn Bowls Club (synthetic turf projects)
MacKenzie Park Lawn Bowls Club (new clubhouse project)
90 Plus Celebration of Life Party
Carrillo Courtyard Benches

Adapted Programs:

Victory Dance
Thanksgiving Luncheon
Blaze Sports
Hot on Life

Aquatics:

Santa Barbara Junior Lifeguard Program
Santa Barbara Lifeguard Association

Learn to Swim Scholarships

Community Services:

Job Apprentice Program
Salsa Festival Santa Barbara
City Community Centers Advisory Committees

Cultural Arts:

Concerts in the Park
Youth Ceramics Programs, equipment, scholarships

Teen Programs

Youth Council Leadership Programs
Youth Leadership Banquet
Teen Center memberships, scholarships and programs
Harriet Miller Youth Leadership Fund
Teen concert Collaboration (805 Summer Mix)

Tennis Services

USTA/NRP Tennis in the Parks Grant – court resurfacing

Youth Activities:

Eggstravaganza
Tournament of Champions Track and Field Meet
Community Handball League
Campership Alliance

Parks:

Accessible Playgrounds
Park Bench and Tree Plaque Program
Santa Barbara Beautiful Park Projects
Playground Replacement Program
Kids World
Friends of the Douglas Family Preserve
Friends of Franceschi Park
Friends of the Bird Refuge
Friends of the Santa Barbara Carousel
Friends of Shoreline Park
Friends of Mission Rose Garden
Alice Keck Park Memorial Gardens
Chase Palm Park Improvement Fund

Golf:

Russ Morrison Jr. Golf program
Audubon Commemorative Boulder Program

Other Community groups:

All For One Youth and Mentoring Program
Greater Santa Barbara Ice Skating Association
Horticultural Consortium
Notes for Notes
Pearl Chase Society Franceschi House Rehabilitation
Silver Follies
Waterfront Department Donor Program

Endowment Funds

PARC manages endowment funds for maintenance of the Douglas Family Preserve and the Harriet Miller Youth Fund, which benefits the Santa Barbara Youth Council.

Future PARC Foundation Activities

The PARC Foundation board will complete an all-new PARC website and continue to develop an Honorary Council. Additionally, the Board continues to pursue the transfer of the Armory site from the National Guard.